Amendments to the Specification:

Please replace the paragraph on page 6, line 18 through page 7, line 21, with the following amended paragraph:

In this instance, the tape supply reels are set on reel mount members which are provided on a reel stand. Each one of the reel mount members is provided with at least one reel support shaft. Further, in order to make an automatic tape end connecting operation feasible, a tape end holder member is provided on each reel mount member thereby to grip a fore end of an ACF tape which is reeled off from a supply reel over a predetermined length. Alternatively, the tape end holder member may be arranged into the so-called cassette type which is provided integrally with the tape supply reel. In a case where a tape supply reel is mounted directly on a reel support shaft, the tape end holder member is provided on each one of the reel mount members of the reel stand. Otherwise, an adhesive medium may be used for holding a fore end portion of an ACF tape on the reel mount member. It is also possible to employ a chuck means for this purpose. Furthermore, the end holder member can be arranged to grip the liner tape ~~by~~ smoothly. In this regard, it is preferable to employ a suction type end holder member because it is simple in construction and capable of holding and releasing a tape by smooth actions. A ~~for~~ fore end portion of the ACF tape, which is gripped by the tape end holder member, has to be handed over to the bonding means. In a case where the tape end holder member is constituted by a mechanical chuck means, the handover can be

made directly. However, it is also possible to provide a tape handover means which is arranged in such a way as to pick up an ACF tape from the tape end holder member on the tape supplying side and then hand over the tape to the bonding means.

Page 15, lines 9-20, please replace the paragraph with the following amended paragraph:

The ACF bonding machine is generally arranged as described above. The carriage block 25 is located at an initial position in the proximity of the supply reel 13. At the initial position, the ACF tape 12 is gripped by the drawing chuck member ~~13~~24, and, while the ACF ~~tabpe~~ tape 12 is being gripped by the drawing chuck member 24, a bonding operation is started from this position to bond ACF 10 on the lower substrate plate 2 of the liquid crystal cell 1. In this instance, by the half cut means 17, ACF 10 has been peeled off from the chuck portion of the ACF tape 12 to be gripped by the drawing chuck member 24. Thus, it is the liner tape 11 that is actually gripped by the drawing chuck member 24, and there is no possibility of the drawing chuck member 24 coming into direct contact with ACF 10.

Page 15, line 21 - page 16, line 12, the paragraph should be replaced by the following amended paragraph:

The carriage block 25 is moved forward to a bonding start position where the bonding roller 20 starts to bond ACF 10 on the lower substrate 2 of the liquid crystal cell 1. Then, the lift means 29 is actuated to lower the bonding roller 20 and the front and rear guide rollers 21 and 22 until the ACF tape 12 is abutted on the lower substrate plate 2. At this time, normally the carriage block 25 is temporarily held at rest. However, if desired, the lift means may be actuated during movement of the carriage block 25. The carriage block 25 is then put in travel, letting the bonding roller 20 and the front and rear guide rollers 21 and 22 move along the surface of the lower substrate plate 2. At this time, by the bonding roller 20, ACF 10 of the ACF tape 12 is bonded on the lower substrate plate 2 under a predetermined pressure.

Please replace the paragraph in lines 4-16 on page 19 with the following amended paragraph:

On the other hand, automation of the reel replacements is also possible but for this purpose it becomes necessary to install a robot or the like for automatically performing the jobs removing an empty reel and setting a fresh supply reel in position, in addition to the necessity for providing a place for stocking fresh reels. Therefore, an automatic ACF bonding machine necessarily becomes complicated in construction and larger in scale. Further, the robot is required to perform operations which involve extremely ~~complicate~~

complicated actions. Therefore, it is more rational to replace tape supply reels manually by an operator. Besides, if a fresh supply reel can be held in a standby position, it becomes possible to replace tape supply reels at any time and in a desired timing, irrespective of operating conditions of the ACF bonding machine.

Please replace the paragraph on page 20, lines 10-16 with the following amended paragraph:

As shown in Fig. 7, a pair of reel mount members 31 are supported on a reversing shaft 36 with 180 degrees phase difference from each other. Each one of these reel mount members 31 is securely fixed to the reversing shaft 36 ~~n~~ on the back side, that is to say, on the side away from the front side on which the tape supply reel 13 is supported. This reversing shaft 36 is rotated back and forth through 180 degrees by a drive means which is not shown.

Please replace the paragraph in line 19, page 21 - line 11, page 22 with the following amended paragraph:

One cycle of reel replacing operation is completed by the above described operations. Even during this reel replacing operation, the supply of the ACF tape 12 from the tape supply reel 13 on the reel mount member 31S on the currently supplying side "S" is continued without being influenced by the reel replacement. Namely, the reel replacement can be carried out at any time

point during a time period between start and end of the supply of the ACF tape 12 from the supply reel 13 on the side of the reel mount member 31S. Accordingly, an operator can replace reels at any time and in an arbitrary timing. This means that the operator is no longer required to waste time for standing by and waiting for appropriate timings of reel replacements. In addition, supply reels can be replaced quickly in a facilitated manner, contributing to enhance the working efficiency of the operator all the more.